

**2c****LAST EDITION****2c****ROTHSCHILD BOSSES FIGHT GIRL**

# THE DAY BOOK

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## USE OF CROOKED ADS SCORED—TWO LOOP FIRMS ARE HIT

**Rothschild's Store and Piano Firm Hit by Quiz of Better  
Ad Bureau—Consumers and Honest Stores to Get  
Protection From Rotten Advertisements—  
One Arrest Made.**

The movement against crooked advertising is growing stronger daily. A number of our steadiest advertisers are under the eye of the Better Advertising Bureau of the Advertising Ass'n of Chicago because of the statements made in shady advertisements.

Rothschild's State street store was

one of the big advertisers dealt with by the bureau during the past week. And with the successful settlement of this case, the clean advertising campaign got a healthy boost.

There is a state law, backed up by a city ordinance, which makes it a felony to misrepresent facts in advertising. By use of this law as a club,